



B / 270

PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Please type a plus sign (+) inside this box → ☐

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	09/675,958	
	<b>Filing Date</b>	September 29, 2000	
	<b>First Named Inventor</b>	Laura Lee KUSUMOTO et al.	
	<b>Group Art Unit</b>	3629	
	<b>Examiner Name</b>	Jonathan P. OUELLETTE	
<b>Total Number of Pages in This Submission</b>	5	<b>Attorney Docket Number</b>	43461-201892

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form  <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Response  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application)  <input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  <b>Letter</b> <b>Application Data Sheet</b>
<b>Remarks</b>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
<b>Firm or Individual name</b>	Venable P.O. Box 34385 Washington, D.C. 20043-9998	<b>26694</b> PATENT TRADEMARK OFFICE
<b>Signature</b>		W. Russell Swindell, Registration No. 50,906
<b>Date</b>	March 30, 2005	

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450b on this date: <input type="text"/>			
<b>Typed or printed name</b>	<input type="text"/>		
<b>Signature</b>	<input type="text"/>	<b>Date</b>	<input type="text"/>

**VENABLE**  
ATTORNEYS AT LAW

SEND TO: Commissioner for Patents, P. O. Box 1450, Alexandria, 22313-1450.  
::ODMA\PCDOCS\DC2DOCS\1636580\1



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Laura Lee KUSUMOTO et al.

Appl. No. 09/675,958

Confirmation No. 1238

Filed: September 29, 2000

For: SYSTEM AND METHOD FOR  
CONSUMER-SELECTED  
ADVERTISING AND BRANDING IN  
INTERACTIVE MEDIA

Art Unit: 3629

Examiner: Jonathan P. OUELLETTE

Atty. Docket No. 43461-201892

Customer No.

**26694**

PATENT TRADEMARK OFFICE

**LETTER**

Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir:

The enclosed Application Data Sheet is filed to provide the present address of the inventor, Laura Lee KUSUMOTO and to provide the domestic priority information. A Supplemental Declaration with this information was filed on March 17, 2004. In accordance to the information submitted in the attached Application Data Sheet, Applicants request an updated filing receipt.

Respectfully submitted,

W. Russell Swindell  
Registration No. 50,906  
VENABLE LLP  
Post Office Box 34385  
Washington, DC 20043-9998  
Telephone: (202) 962-4800  
Direct dial: 202-344-4053  
Telefax : (202) 962-8300

Dated: March 30, 2005

::ODMA\PCDOCS\DC2DOCS\1\636568\1



## **Application Data Sheet**

### **Application Information**

Application Type::	Regular
Subject Matter::	Utility
Suggested Group Art Unit::	N/A
CD-ROM or CD-R?::	None
Sequence submission?::	None
Computer Readable Form (CRF)?::	No
Title::	SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA
Attorney Docket Number::	43461-201892
Request for Early Publication?::	No
Request for Non-Publication?::	No
Total Drawing Sheets::	1
Small Entity?::	Yes
Petition included?::	No
Secrecy Order in Parent Appl.?::	No

### **Applicant Information**

Applicant Authority Type::	Inventor
Primary Citizenship Country::	United States
Status::	Full Capacity
Given Name::	Laura
Middle Name::	Lee
Family Name::	KUSUMOTO
City of Residence::	San Francisco
State or Province of Residence::	CA
Country of Residence::	US

Street of mailing address:: 315 Santa Rosa Avenue, Apt. 3  
City of mailing address:: San Francisco  
State or Province of mailing address:: CA  
Postal or Zip Code of mailing address:: 94112

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Earl  
Middle Name:: David  
Family Name:: SACERDOTI

City of Residence:: Alamo  
State or Province of Residence:: CA  
Country of Residence:: US  
Street of mailing address:: 115 Camille Court  
City of mailing address:: Alamo  
State or Province of mailing address:: CA  
Postal or Zip Code of mailing address:: 94507

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Leila  
Middle Name:: Janine  
Family Name:: SIGLER  
City of Residence:: Los Altos  
State or Province of Residence:: CA  
Country of Residence:: US  
Street of mailing address:: 15 N. Gordon  
City of mailing address:: Los Altos

State or Province of mailing address:: CA  
Postal or Zip Code of mailing address:: 94024

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Sonya  
Middle Name:: Lee  
Family Name:: SIGLER  
City of Residence:: San Carlos  
State or Province of Residence:: CA  
Country of Residence:: US  
Street of mailing address:: 253 Highland Avenue  
City of mailing address:: San Carlos  
State or Province of mailing address:: CA  
Postal or Zip Code of mailing address:: 94070

### **Correspondence Information**

Correspondence Customer Number:: 26694

### **Representative Information**

Representative Customer Number:: 26694

### **Domestic Priority Information**

Application::	Continuity Type::	Parent Application::	Parent Filing Date::
This Application	Non-provisional of	60/204,179	May 15, 2000

### **Foreign Priority Information**

Country::	Application Number::	Filing Date::	Priority Claimed::

**Assignee Information**

Assignee name:: IDO Systems Inc.  
Street of mailing address:: 500 Airport Boulevard, Suite 100  
City of mailing address:: Burlingame  
Country of mailing address:: California  
Postal or Zip Code of mailing address:: 94010

::ODMA\PCDOCS\DC2DOCS1\636464\1